

Carlos R. Cañas  
Designer  
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## ///- EXPERIENCE

### **Ancestry.com San Francisco, Ca { Feb. 2017 - present }**

#### **UX Designer / Prototyper**

Work with UX team to develop interactive and clickable prototypes that help improve the design and usability of new and existing products and help validate concepts in user testing sessions.

Duties include:

- Development of motion design ideas and interactions for desktop and mobile experiences using various prototyping methods - (prototyping tools, html, CSS and Javascript frameworks, native swift coding for iOS)
- Research best practices for increasing performance in our products to bring a more delightful user experience
- Involvement in user testing sessions to iterate on designs
- Help set up design sprints and rapid prototyping sessions
- Manage files, create templates, libraries, and tutorials to help other designers with prototyping
- Establish interaction guidelines for development

### **StyleSeat San Francisco, Ca { Feb. 2016 - Feb 2017 }**

#### **Product Designer**

Lead designer on the professional platform (Supply) side of the StyleSeat mobile and desktop application helping beauty professionals manage their business and work at building their client base.

Duties included:

- Overall UX improvements to the Supply core experience
- Design of new tools based on user research and data
- Worked closely with customer service reps and user researchers to satisfy our client base with feature requests
- Iterative approach to design process in order to ship out and improve upon new features
- Collaborated with project stakeholders in order to deliver best possible solutions to help drive up our pro growth numbers

Process involved helping set up brainstorm sessions and design sprints, developing personas, journey maps and user flows, development of wireframes, and iterating on the UI and visual design after presenting prototypes to stakeholders and rounds of user testing.

### **Deluxe Distribution San Francisco, Ca { 2007 - Jan. 2016 }**

#### **Interactive Design Lead / Motion Designer**

Improved overall strategy for all interactive projects by bringing in an agile design and development process. Brought in a user centered methodology to all interactive products. Initiated a mobile-first approach to web development and incorporated a system of reusable assets and patterns to produce online look books, catalogs, and product sites quickly. Collaborated with marketing director to conceptualize titles, motion graphics and special effects. Introduced online advertising methods to the company through banner ads pre-rolls for targeted media outlets. Brought awareness of the importance of branded motion graphics in promotional online industry videos. Ran the company's web and online media departments.

### **Young & Rubicam San Francisco, Ca { 2006 - 2007 }**

#### **Interactive Art Director**

Oversaw complete process of interactive projects from concept to finished product including participation in design flow, prototyping, and coding of projects. Worked with account managers, creative directors and interactive team to achieve seamless brand solutions for campaigns across all mediums. Developed prototype websites for new client pitches. Worked as team leader on several time sensitive projects for high-profile clients. Re-designed and helped code and develop the Young and Rubicam San Francisco branch website. Created a pattern and animation library for team members to use as project baseline starts. Clients included Palm, NCAA, Dr. Pepper, 7-Up, MSN, Cadence, MSNTV, Hitachi, Chevron, Invisalign, Sunkist, Foster Farms, and FOX.

### **Young & Rubicam San Francisco, Ca { 2004 - 2006 }**

#### **Senior Interactive Designer**

Expanded design and developed templates for the Jacuzzi.com website re-design. Site was hand coded using XHTML, CSS, PHP, and JavaScript. Went beyond job expectations to facilitate development for an outsourced programming team. Joined the team full-time to maintain and upkeep the site.

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## /// **SOFTWARE KNOWLEDGE & ABILITIES**

### **DESIGN**

Interaction design, Visual design, User Interface Design, User Experience Design, Wireframes & Task flows, Rapid prototyping, Responsive Web Design, Animation & Motion design

### **CODE**

HTML5, CSS3, SCSS, CSS Frameworks (Bootstrap & Foundation), Swift, Firebase, Cloudkit, Coffeescript, JQuery

### **SOFTWARE**

Sketch, Xcode, Invisionapp, Principle, FramerJS, Quartz Composer, After Effects, Photoshop, Illustrator, Cinema 4D, Github, Wordpress, Omnigraffle, Keynote, Looker, Mix Panel, Jira, Google products, Sublime Text

## /// **EDUCATION**

### **Codepath**

San Francisco, Ca { Fall 2015 }  
iOS for Designers - Intensive 2 month Xcode bootcamp

### **Academy of Art College**

San Francisco, Ca { Fall 1998 - Spring 2000 }  
Master of Fine Arts Graphic Design

### **University of New Orleans**

New Orleans, La { Fall 1992 - Fall 1996 }  
Bachelor of Arts { Psychology }

## /// **REFERENCES**

### **Tim Lee**

iOS for Designers Instructor - Codepath Cofounder - tim@codepath.com

### **Dan Wolfe**

Video Editor - Deluxe Distribution - p: 415-533-4801 e: dan.wolfe@mac.com

### **Ruby Hong**

Interactive Art Director - Young & Rubicam - e: rubydesign07@gmail.com

### **Lisa Hubbert**

Vice President, VP, Executive Producer Interactive - Young & Rubicam - p: 415-720-5371 e: lisa@hubbert.org

### **Robert Gourley**

Interactive Creative Director - Young & Rubicam - p: 415-999-1144 e: rgourley@gmail.com